

**REMARKS**

Claims 1-32 have been examined. With this amendment, Applicant adds claims 33-36. Claims 1-36 are all the claims pending in the application.

**1. Claim Rejections under 35 U.S.C. § 103**

The Examiner has rejected claims 1-32 under 35 U.S.C. § 103(a) as being unpatentable over O'Hagan *et al.* (US 6,314,406) ["O'Hagan"] in view of Benton *et al.* ( US 4,926,325) ["Benton"]. For at least the following reasons, Applicant traverses the rejection.

Claim 1 recites a commodity order issuing and accepting method that comprises "requesting a first electronic document comprising first input fields for accepting order issuer information and for accepting commodity order issuance information." The Examiner contends that Figs. 14 and 15 and related sections of O'Hagan disclose the claimed first electronic document. However, the Examiner does not provide any details with respect to the claimed input fields for accepting order issuer information.

O'Hagan discloses that Fig. 14 represents the Main Menu screen that is used to select the product to be purchased and that Fig. 15 represents the Confirmation screen for confirming the purchase of the product (col. 15, lines 14-49). There is no disclosure or suggestion in O'Hagan that the Main Menu screen or the Confirmation screen has input fields that accept customer information (i.e., order issuer information).

In fact, O'Hagan discloses that customer information such as customer ID and PIN number are inputted into a Welcome screen (Fig. 11) that is separate from the Main Menu screen and the Confirmation screen. However, the Welcome screen relates to verification of the

customer before the Main Menu is displayed (col. 15, lines 10-11, Fig. 13). Accordingly, O'Hagan requires that the customer information be provided and verified before any screen for selecting a product for purchasing is displayed for the customer.

In addition, to the extent the Examiner may contend that it would have been obvious to incorporate customer verification and product selection into a single screen, Applicant submits that the teachings of O'Hagan do not make such a modification obvious. Applicant submits that the verification method disclosed in Fig. 13 represents a principle of operation for verifying the customer ID (col. 5, lines 17-20, Fig. 13) and is performed prior to selecting a product for purchasing since this method is used by the Welcome screen in verifying the customer (col. 16, lines 29-35). Accordingly, modifying either the Welcome screen of O'Hagan to comprise input fields for accepting commodity order issuance information or the Main Menu screen/Confirmation screen to accept customer verification information at the time of selecting a product for purchase would change the principle of operation of the verification process in O'Hagan. The MPEP is clear in that, if the proposed modification changes the principle of operation of a reference, the teachings of the references are insufficient to render the claims *prima facie* obvious. MPEP 2100-132.

Accordingly, O'Hagan does not disclose or suggest at least the claimed first electronic document comprising first input fields for accepting order issuer information, and Benton does not cure this deficiency. Therefore, the Examiner has failed to make a *prima facie* case of obviousness.

**2. New Claims**

With this amendment, Applicant adds claims 33-36. Applicant submits that these claims are patentable at least by virtue of their respective dependencies, as well as the features set forth therein.

**3. Conclusion**

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

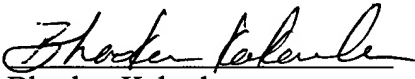
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**23373**

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